

Message Text

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72

ACTION COME-00

INFO OCT-01 AF-05 ISO-00 EB-05 RSC-01 DRC-01 /013 W

----- 040882

R 011443Z APR 74

FM AMEMBASSY MASERU

TO SECSTATE WASHDC 3961

INFO AMEMBASSY GABORONE

AMCONSUL JOHANNESBURG

AMEMBASSY MBABANE

AMEMBASSY PRETORIA

LIMITED OFFICIAL USE MASERU 0391

E O 11652: NA

TAGS: BEXP LT WZ

SUBJ: HOTEL-RESTAURANT CATERING EQUIPMENT CATALOG EXHIBITION

REF : A. STATE 63730

B. MASERU 285

1. ESSENCE TF OUR CONCERN IS THAT TARGET AUDIENCE IS ALMOST COMPLETELY SOUTH AFRICA-BASED AND THERE IS LITTLE POSSIBILITY OF ATTRACTING IT TO MASERU FOR PURPOSE OF ATTENDING CATALOG SHOW, ESPECIALLY AS INDUSTRY BETTER SERVICED BY SALES PROMOTION IN SOUTH AFRICA (E.G., RECENT CARLETON EXHIBITION, JOHANNESBURG). SOUTH AFRICAN TOURISTS IN MASERU MUST BE DISCOUNTED AS FAR AS ATTENDANCE AT SHOW IS CONCERNED. AT A MINIMUM, A SUBSTANTIAL PUBLICITY EFFORT WOULD HAVE TO BE MOUNTED IN SOUTH AFRICA DIRECTED TOWARD TRADE REPRESENTATIVES. WE ARE SKEPTICAL OF SUCCESS ANY SUCH EFFORT IN ENTICING TRADE REPS TO VISIT LESOTHO FOR SHOW, BUT WOULD WELCOME COMMENTS OF SOUTH AFRICAN POSTS. EMBASSY MASERU HAS NO MEANS OF REACHING TARGET AUDIENCE AND WOULD BE COMPLETELY DEPENDENT ON EFFORTS OF SOUTH AFRICAN POSTS. OUR STRONG RECOMMENDATION, AFTER CONSIDERABLE THOUGHT, REMAINS THAT SHOW SHOULD NOT BE HELD IN MASERU.

2. IF DECISION IS MADE TO GO AHEAD WITH SHOW HERE, WE WILL

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MAKE VERY EFFORT TO ENSURE ITS SUCCESS. IN THIS CONNECTION,

DO NOT BELIEVE WE CAN LOCATE SUITABLE LOCAL EMPLOYEE HERE
(LOCALS WITH NECESSARY QUALIFICATIONS ARE FULLY EMPLOYED)
BUT WE MIGHT BE ABLE EMPLOY AMERICAN DEPENDENT AT ESTIMATED
COST OF ABOUT \$300. WILL NOT PURSUE THIS COURSE PENDING COM-
MENTS FROM OTHER POSTS.
HAUGHT

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 01 APR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: MorefiRH
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974MASERU00391
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740072-0212
From: MASERU
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740478/aaaactgr.tel
Line Count: 67
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: A. STATE 63730
Review Action: RELEASED, APPROVED
Review Authority: MorefiRH
Review Comment: n/a
Review Content Flags:
Review Date: 30 AUG 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <30 AUG 2002 by rowelle0>; APPROVED <10-Sep-2002 by MorefiRH>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: HOTEL-RESTAURANT CATERING EQUIPMENT CATALOG EXHIBITION
TAGS: BEXP, LT, WZ
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005